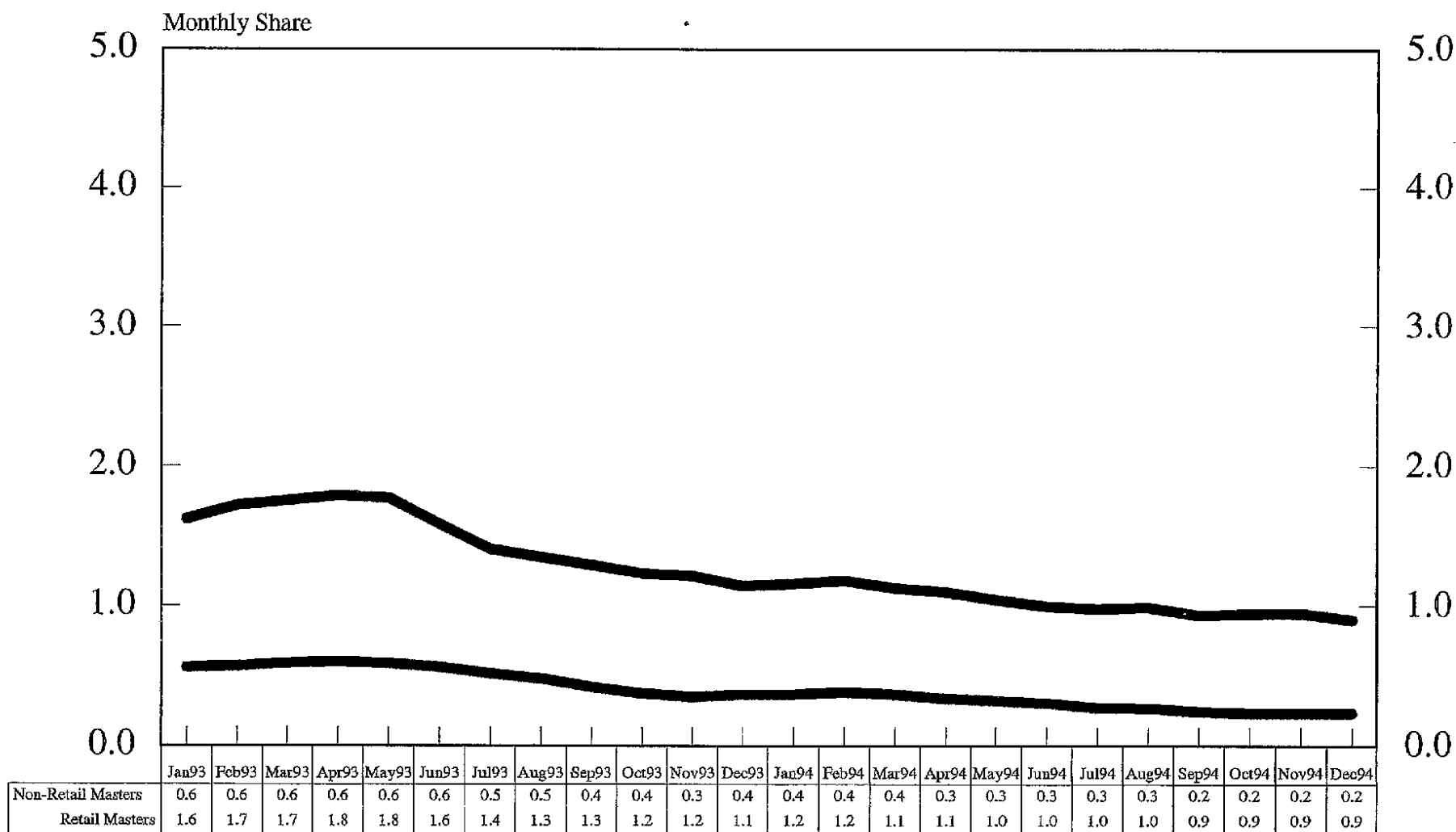


PM Pvt. Label - Total U.S. Supermarkets



207192132

■ Non-Retail Masters ■ Retail Masters

Note: Retail Masters definitions as of 5/94

Source: Nielsen Integrated Panel - Disaggregated data